

Appl. No. : 09/420,002
Applicant : Marc A. Cohen et al
Filed : October 18, 1999
Title : SPONSORED INFORMATION DISTRIBUTION METHOD
AND APPARATUS

TC/A.U. : 2645
Examiner : Allan Hoosain

Docket No. : 2490-001DIV
Conf. No. : 2196
Cust. No. : 22208

RECEIVED

JAN 21 2004

Technology Center 2600

DECLARATION OF Marc A. Cohen
UNDER 37 C.F.R. § 1.131

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

I, Marc A. Cohen, declare as follows:

I am a co-inventor of, and applicant for patent on, the invention entitled
"SPONSORED INFORMATION DISTRIBUTION METHOD AND APPARATUS",
disclosed and claimed in U.S. patent application no. 09/420,002, filed October 18, 1999.

U.S. patent application no. 09/420,002 claims priority to U.S. provisional patent
applications 60/019,177, 60/023,258, 60/023,256, 60/024,006 and 60/026,307. Of
particular interest to Internet dissemination of custom advertising is U.S. provisional
patent application 60/023,256, filed August 9, 1996 with a title of "METHOD AND
APPARATUS FOR DIRECTED ADVERTISING IN AN INTERNET-BASED
INFORMATION DISSEMINATION SYSTEM".


Appl. No. 09/420,002
Declaration Under 37 C.F.R. §1.131
Response to Advisory Action of Dec. 11, 2003

Prior to February 26, 1996 a preferred embodiment of the invention was completed and outlined in the Software Appendix that was filed as an appendix to application 60/023,256. The Software Appendix incorporates features also described in "The Ads Database Server Design" attached to application number 60/023,258. A complete copy of application 60/023,256 and "The Ads Database Server Design" is attached hereto.

In view of the above recitation of facts and the attached copy of the supporting provisional application, I respectfully submit that I, in conjunction with co-inventors, had achieved a successful reduction to practice of the invention, as described and claimed in the subject application, in this country prior to February 26, 1996.

I declare further that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 12/22/03

By: 
Marc A. Cohen